

# ARTS &



## ECONOMIC PROSPERITY<sup>IV</sup>

*Wichita!*

ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURE INDUSTRY





**Organizations & Audiences Spent**

**\$66.2 Million**



**Jobs Supported (FTE)**

**2,006**



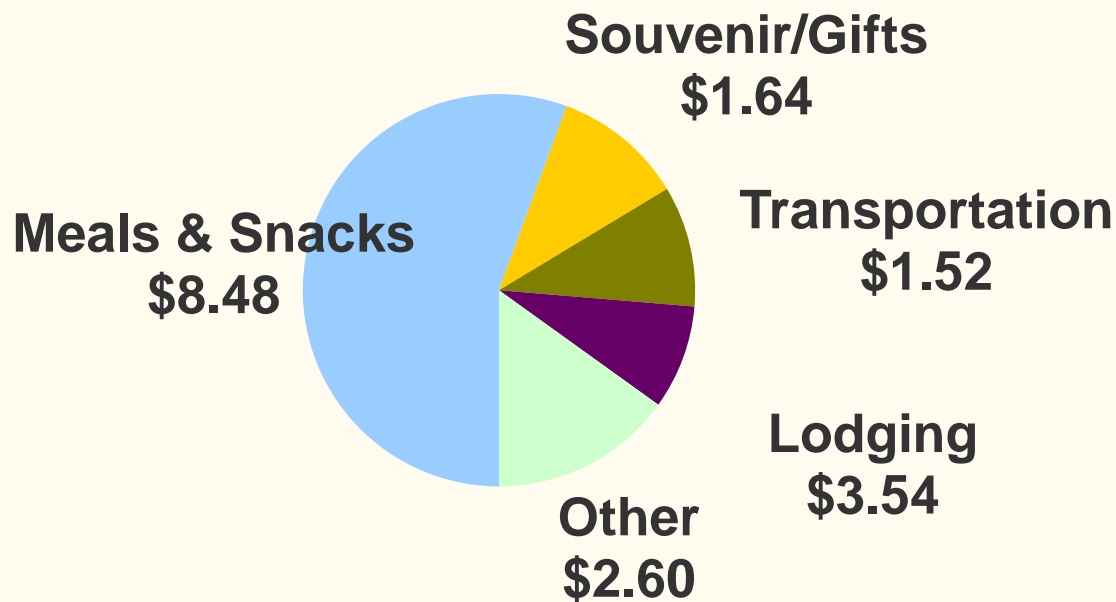
**Local & State Government Revenue**

**\$6.5 Million**

# Most Comprehensive Study Ever Cities in all 50 States—*Including Wichita!*

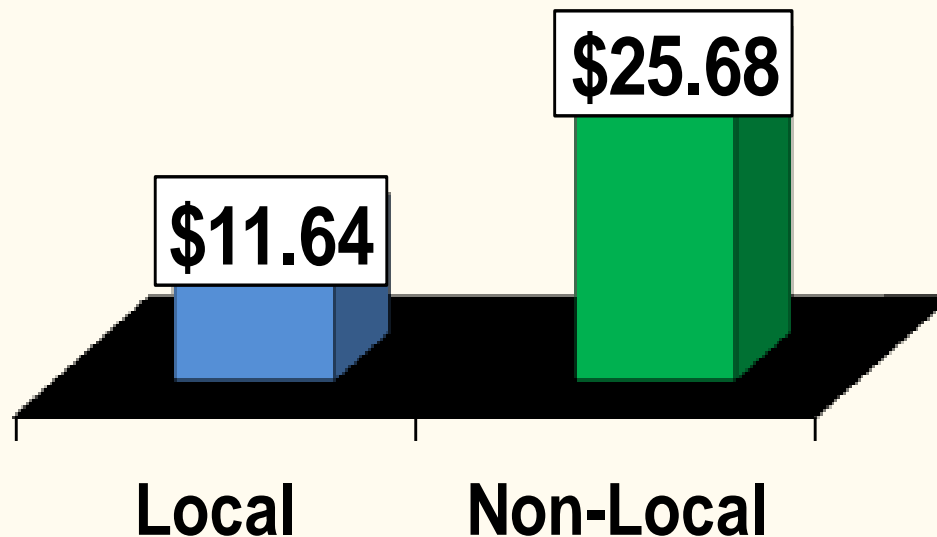


# Attendees Spent \$15.25 Per Person, Per Event



# Event-Related Spending

## *Local vs. Nonlocal Audiences*



66 percent of nonlocal attendees said: "this arts event is their primary purpose for their trip."



# Arts Volunteerism

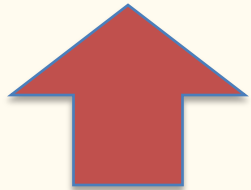
- **4,034 volunteers**
- **209,836 hours**
- **\$4.5 million value**

**(2010 volunteer hour = \$21.36)**

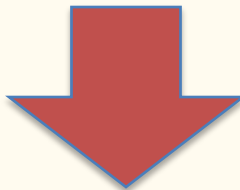


# Arts and the “Great Recession”

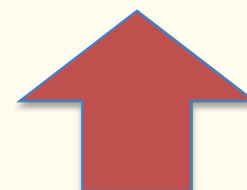
## Changes between 2005 and 2010



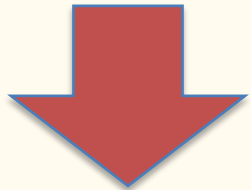
Unemployment  
5.1% to 9.7%



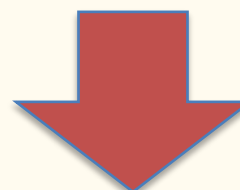
Consumer  
Confidence  
101 to 54



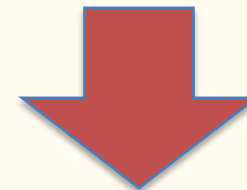
Home Foreclosures  
Tripled:  
885,000 to 2.9 million



Spending on recreation,  
entertainment, shopping:  
\$192 to \$164 billion



Jobs in tourism,  
food & beverage



Live attendance:  
sports and arts

# National AEP4 Research Partners



**Business Civic  
Leadership Center**  
AN AFFILIATE OF THE U.S. CHAMBER OF COMMERCE



**NATIONAL CONFERENCE  
of STATE LEGISLATURES**  
*The Forum for America's Ideas*



**THE CONFERENCE BOARD**  
Trusted Insights for Business Worldwide



# ***Arts & Economic Prosperity IV***

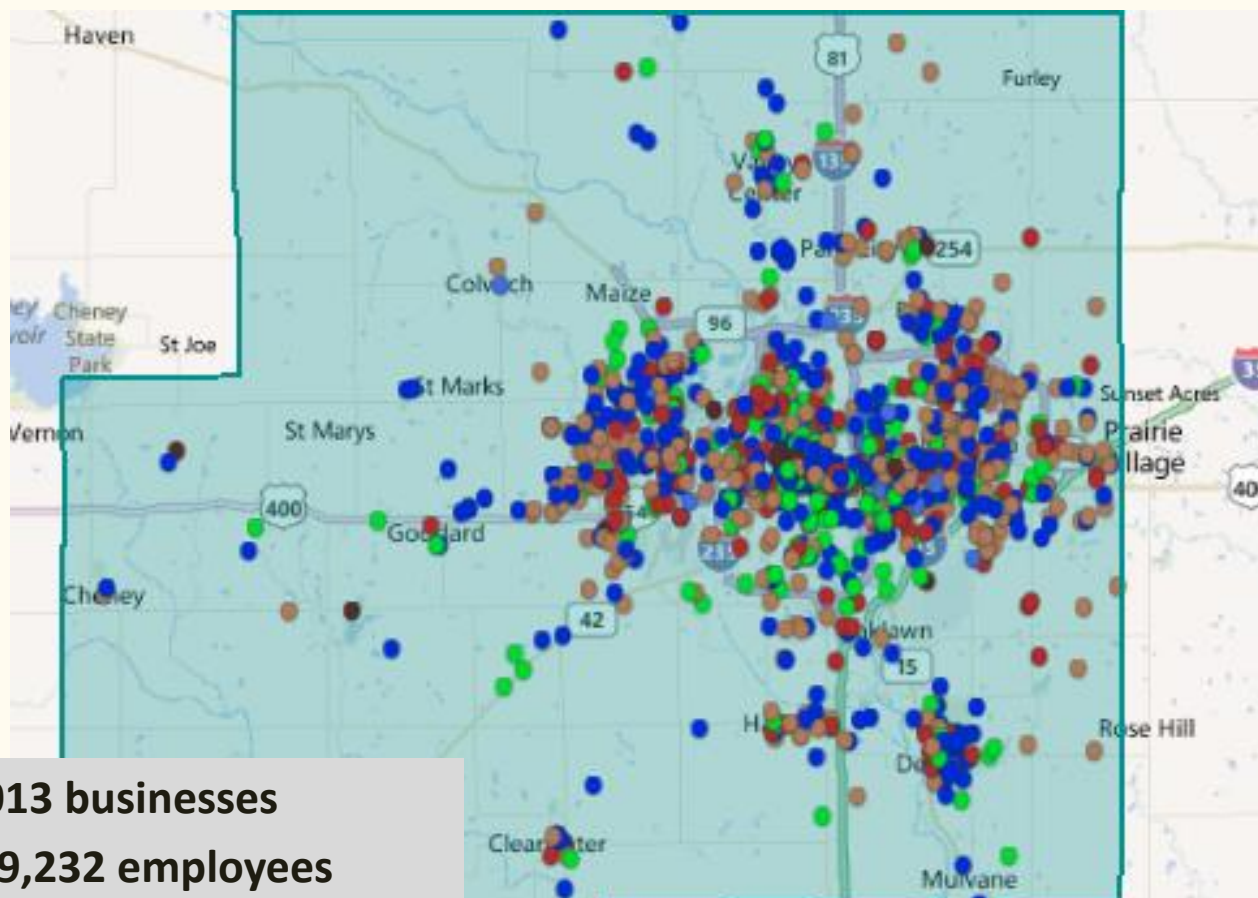
## **5 Take-Aways**

- 1. \$66.2 million industry**
- 2. 2,006 FTE jobs**
- 3. \$6.4 million in government revenue**
- 4. Attendees spend \$15.25 per person (beyond admission)**
- 5. Resilient in tough economic times**



# Creative Industries in Sedgwick County

1,213 Arts-Related Business Employ 4,744 People



4.0% of the 30,013 businesses  
1.8% of their 269,232 employees



# ***The Arts Mean Business!***

**[www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact)**